

Ready for the unthinkable.





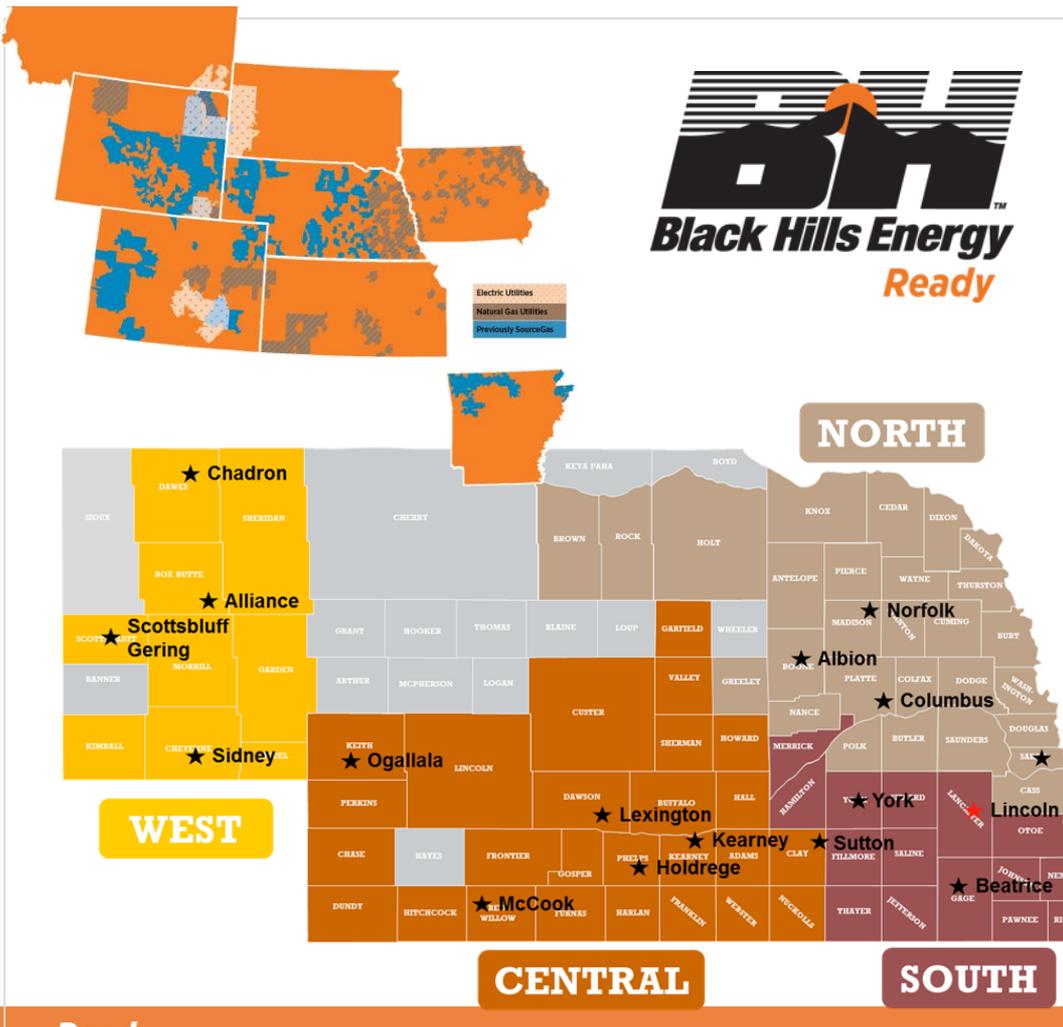
## Who we are

Black Hills Energy is a natural gas and electric utility serving 1.27 million customers in eight states: Arkansas, Colorado, Iowa, Kansas, Montana, Nebraska, South Dakota and Wyoming.

Nebraska natural gas distribution utility company serving 300,000 customers in 319 communities.

In Nebraska we have:

8,700 miles of distribution line  
1,300 miles of transmission line





## Safety is our top priority

Number one cause to leaks on our system is 3<sup>rd</sup> party damage

- ❑ 3,000 proactive leak surveys annually
- ❑ 17,000 patrolled test sites annually
- ❑ 570 odorant tests monthly
- ❑ 28,000 EFVs installed
- ❑ Evacuator education programs
- ❑ 3<sup>rd</sup> party hits are down 29% from last year



## Safety is our top priority

Trained and prepared for when an emergency does strike.

- ❑ Crisis/ Emergency Response Plan
- ❑ Major Events Playbook
- ❑ Crisis Communications toolkit
- ❑ Annual major event training
- ❑ Natural gas rodeo
- ❑ Fire department trainings
- ❑ Media training for first responders



## COMMUNICATIONS OVERVIEW

With record low pressure, strong wind gusts, blizzard conditions and record high river levels, Winter Storm Ulmer imposed on many of the communities we serve. After undergoing the weather phenomenon known as bombogenesis – caused by an extreme drop in surface pressure – the impressive storm produced hurricane strength winds and substantial precipitation in the form of both rain and snow.

In anticipation of these forecasted extremes, the Corporate Affairs team initiated our crisis communication plans within the affected areas of our service territory. Each of our states deployed their major event plans and activated their incident command structure. Ahead of the storm, our team members focused on safety awareness and customer preparedness communication efforts. This included making contact with first responder agencies, city clerks, chambers and elected officials, and in some areas, even press conferences were held.

As the situation unfolded in each location, our communication strategies were modified to accommodate frequent media relations as well as website and social media updates in order to keep our



customers informed. With storm aftermath differe location, the following synopsis provides a summary of Winter Storm Ulmer's impacts and our calculated responses specific to each state and utility, as well as a preliminary review of our digital media efforts and contact center statistics related to the storm.



Black Hills Energy

## Storm Ulmer: Plan in Action

In March 2019 Storm Ulmer made its way across our footprint leaving in its trail blizzards in our western states and flooding in our eastern states.

For the natural gas utility the major response went to Iowa and Nebraska where we responded to flooding in nearly 100 communities.

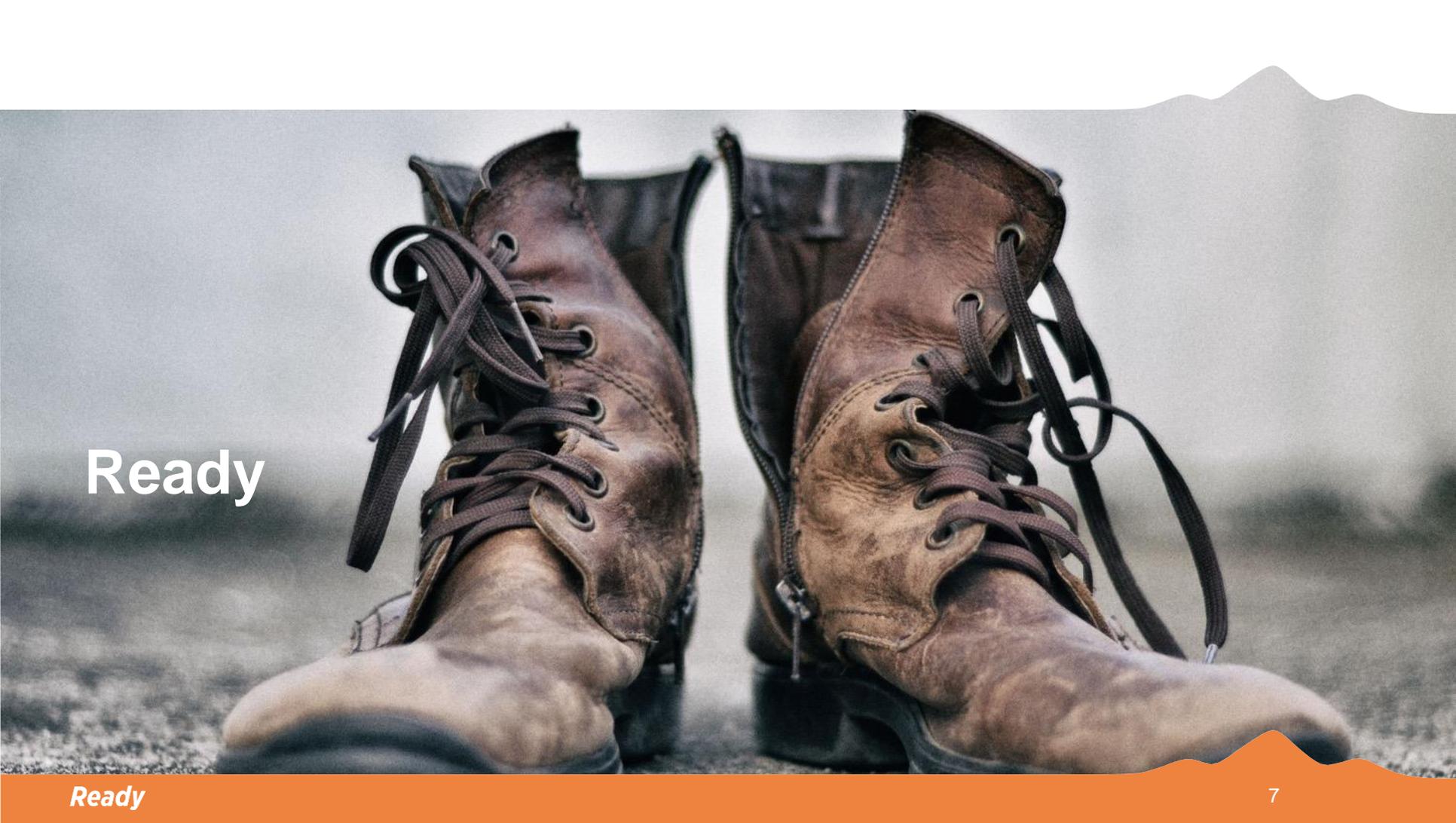
Plan for major disruption of service was initiated and followed for two weeks while we worked to evaluation and restoration of service.

- ❑ Pre-storm safety and preparedness messaging
- ❑ Boots on the ground with shut offs, monitoring and restoration
- ❑ Partnerships with emergency management agencies
- ❑ Timely and proactive safety messaging
- ❑ Timely and proactive call center and web content
- ❑ Internal communications strategy and execution
- ❑ Follow up engagement during and following restoration



## Ready to be your partner

- ❑ Holding a disaster drill?
  - How can we be involved?
- ❑ Need media training?
  - Need during event PIO assistance?
- ❑ Holding a pre-natural disaster planning meeting?
  - Can we coordinate efforts?



Ready